

What Is Claimed Is:

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1. An improved exterior elastomeric coating composition comprising an organic binder, having a Tg less than -20°C, and at least one inorganic additive wherein the improvement comprises replacing at least a part of said at least one inorganic additive with a solid particulate organic polymer having a Tg greater than 70°C.

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2. The improved elastomeric coating composition according to claim 1, wherein said at least one inorganic additive is selected from the group consisting of pigments, extenders and mixtures thereof.

3. The improved elastomeric coating composition according to claim 1, wherein said solid particulate organic polymer having a Tg greater than 70°C is present in an amount such that a volume ratio of said organic binder to said solid particulate organic polymer having a Tg greater than 70°C is in the range of 1.6 : 1 to 95 : 1.

4. The improved elastomeric coating composition according to claim 3, wherein said volume ratio of said organic binder to said solid particulate organic polymer having a Tg greater than 70°C is in the range of 1.6 : 1 to 9 : 1.

5. A method of inhibiting the loss of solar reflectance over time of an exterior elastomeric coating composition comprising an organic binder, having a Tg less than -20°C and at least one inorganic additive, the method comprising replacing at least a part of said at least one inorganic additive with a solid particulate organic polymer having a Tg greater than 70°C.

6. The method according to claim 5, wherein said at least one inorganic additive is selected from the group consisting of pigments, extenders and mixtures thereof.

7. The method according to claim 5, wherein said solid particulate organic polymer having a Tg greater than 70°C is present in an amount such that a volume ratio of said organic binder to said solid particulate organic polymer having a Tg greater than 70°C is in the range of 1.6 : 1 to 95 : 1.

8. 10. The method according to claim 9, wherein said volume ratio of said organic binder to said solid particulate organic polymer having a Tg greater than 70°C is in the range of 1.6 : 1 to 9 : 1.